1. (amended) A method for providing video advertising where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the method comprising:

selecting video advertising that has a subject matter relation to the selected video content requested by the target viewer;

inserting the selected video advertising into the video stream that transfers the selected video content to the target viewer; and

disabling fast-forward capability when the selected video advertising is displayed.

5. (amended) The method of claim 1 further comprising selecting the selected video advertising based on a viewer profile for the target viewer.

12. (amended) A video advertising insertion system where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the video advertising insertion system comprising:

a processing system configured to select video advertising that has a subject matter relation to the selected video content requested by the target viewer and to disable fast-forward capability when the selected video advertising is displayed; and

an interface configured to insert the selected video advertising into the video stream that transfers the selected video content to the target viewer.

22. (amended) A product comprising a processor-readable storage medium storing processor-executable instructions for performing the following method for providing video advertising where a video-on-demand system receives a request from a target viewer for selected video content, and in response, transfers the selected video content in a video stream to the target viewer, the method comprising:

selecting video advertising that has a subject matter relation to the selected video content requested by the target viewer;

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directing an interface to insert the selected video advertising into the video stream
that transfers the selected video content to the target viewer; and
disabling fast-forward capability when the selected video advertising is displayed.

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27. (amended) The product of claim 22 further comprising selecting the selected video
advertising based on a viewer profile for the target viewer.